CapStorm

Near Real-Time Salesforce Data in Tableau

Industry Leading Manufacturer and Retailer

Bypasses native Salesforce reporting limitations with near real-time replication to Tableau

This company operates out of multiple countries but leverages a single Salesforce production organization as the primary system of record for sales and manufacturing operations. During the 10+ year partnership with CapStorm, the business experienced rapid growth and multiple acquisitions resulting in an increased Salesforce footprint. As the data volume continued to grow, CapStorm kept enabling near real-time Salesforce data visualization in Tableau.

**Industry**
> Manufacturing

Company Size
> 1001-5000

Specialities
> Manufacturing
> Technology
> Research & Development

Tech Stack
> Oracle
> Tableau
> On-Premises Hosting
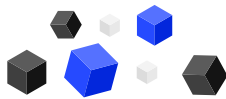
Problem

Salesforce contained all critical business data needed for analytics and business intelligence purposes in a single production implementation. The organization rapidly outgrew Salesforce's native reporting options and adopted Tableau as a way to visualize Salesforce data. In addition, the overall data volume and desire for near real-time analytics required a solution that would provide incremental Salesforce data replication.
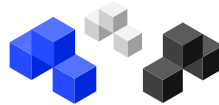
Solution

CapStorm's solution created a mirror image of Salesforce in several critical Oracle databases. The databases were self-hosted, ensuring that the business maintained control over sensitive operational and compliance data. These databases enabled complex data joins, acted as a staging environment to feed data to analytics platforms, including Tableau, and created a data warehouse with unlimited data retention.

Outcome

This incremental data replication provided the organization's primary users with self-service business intelligence, ensuring a minimal gap between real-time events and data availability for the company's global teams. Further, CapStorm's near-real-time data extraction technology ensured the that the company maintained momentum in mining additional data insights and empowering executive decision-making. This process scaled even as data volumes ballooned and innovation created a myriad of potential distractions.